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A study designed to determine what pre-service and in-service education in audiovisual materials and methods the county agricultural extension workers have received and what instruction is needed in audiovisual materials and methods in order to prepare present and prospective agricultural extension workers for extension teaching.

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THE PRE-SERVICE AND IN-SERVICE EDUCATION OF COUNTY AGRICULTURAL
EXTENSION WORKERS IN AUDIO-VISUAL MATERIALS
AND METHODS OF INSTRUCTION

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Purpose

To determine what pre-service and in-service education in audio-visual materials and methods county agricultural extension workers have received and what instruction is needed in audio-visual materials and methods in order to prepare present and prospective agricultural extension workers for the job of extension teaching.

Method

Questionnaires were sent to one-sixth of the county agricultural extension workers in each of 47 states and the 48 state extension audio-visual aids specialists. Usable returns were received from 603, or 76.4 percent, of the county extension workers and from 43 visual aids specialists.

Findings and Interpretations

More than 95 percent of the county agricultural extension workers indicated that some instruction in audio-visual materials and methods had been received. Only 12 percent had had undergraduate or graduate audio-visual courses. The rest had their audio-visual work in other undergraduate and graduate courses which included some audio-visual content, and through in-service education.

The instruction received through audio-visual courses was rather complete with respect to all of the projected, non-projected, and broadcast media. The instruction received through other courses and in-service education was limited in scope and was primarily concerned with the use of non-projected materials and techniques.

More than half of the county agricultural extension workers reported an awareness of in-service education meetings to be held in 1954-55 for the purpose of discussing audio-visual methods in extension teaching. A majority of the visual aids specialists also indicated that newsletters were being used regularly to keep the county workers informed of developments in the audio-visual field.

Undergraduate audio-visual courses for prospective county extension workers were almost universally recommended by the county agricultural extension workers and the audio-visual aids specialists. Both groups were likewise in agreement in recommending that all competencies with respect to the use of all projected, non-projected, and broadcast media be taught in these courses.

The visual aids specialists recommended that the present county agricultural extension workers have additional work on substantially all audio-visual materials and methods while the agents themselves expressed a majority interest only in magnetic recordings, radio, television, exhibits, demonstrations, field tours, still photography, and the psychology of comprehension.

For purposes of providing in-service education in audio-visual materials and methods, both the specialists and the extension workers prefer smaller district meetings to larger state meetings. Both groups likewise prefer workshops to con-

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ferences.

It is recommended:

That all Land-Grant colleges and universities offer courses in audio-visual materials and methods for prospective county agricultural extension workers as an integral part of the undergraduate program.

That undergraduate courses in audio-visual materials and methods for prospective county agricultural extension workers provide instruction in all projected, non-projected, and broadcast media to be taught by the best qualified personnel available and in the department or school best qualified by reason of experience, facilities, and primary interests to give instruction in education methods.

That in-service instruction in audio-visual materials and methods be provided for all county agricultural extension workers now on the job to include experience in the effective use of all projected, non-projected, and broadcast media. The instruction should be provided by the extension audio-visual aids specialists and other persons who are especially qualified in the audio-visual field.

That organized in-service meetings for instruction in audio-visual materials and methods for extension workers in each state be organized to encompass no more than one district in any one meeting, with the instruction provided through workshops.